



## **IOD SPONSORSHIP IN MILTON KEYNES**

The Institute of Directors (IoD) has nearly 500 members registered in Milton Keynes. This executive level, influential membership provides an ideal target audience for many companies seeking exposure.

The Milton Keynes IoD Sponsorship scheme provides access to this powerful, decision making business community. The IoD does not sell its membership lists and so sponsorship represents the only way for direct marketing to this database. The events available for sponsorship include:

- Seminars (breakfast, lunch and evening) - cost £1,000
- Social Events (dinners, sports days, etc) - cost £2,500 - £5,000 (dependent upon event)
- Mailings (quarterly) - cost up to £1,000 (dependent upon size)
- Other Events - cost by agreement

The benefits IoD events sponsors gain include:

- Increased branch / corporate awareness from:
  - Mailing and promotion to 500 members in Milton Keynes and adjoining branches.
  - Promotion on IoD website.
  - Press coverage at major events.
- Direct contact with IoD members at the events, including speaking at seminars.
- Opportunities to invite a limited number of sponsor's own clients and staff at no additional cost.
- Greater PR opportunity.

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